

Exhibit 16



KDZ Bruxer Fact Sheet

Cost:	\$139.00 per unit
Production time:	5 days in lab
Material:	Medical grade monolithic zirconia puck, w/ 1250 MPa flexural Strength.
Produced:	Our KDZ Bruxer crowns are designed by a dedicated team of highly trained dental technicians; on a CAD/CAM system. Rather than computer programmers, and are precision milled to have full contour.
Shade:	<p>A pre stain is added to the entire crown, based on the shade indicated by the doctor on the RX (We do not recommend compound characterization as it is still difficult to achieve). The crown is then place in the oven to be sintered.</p> <p>Once sintered, an experienced ceramist performs the finial shading by applying a series of stains; it is then glazed and fired to achieve the finale shade.</p>
Indications:	<p>Designed for posterior crowns & bridges up to 3 units.</p> <p>Perfect for patients who grind or lack preparation space for porcelain.</p> <p>Or for patients who have fractured porcelain.</p> <p>The KDZ Bruxer is ideal for replacing crowns with traditional metal occlusal designs or full gold restorations.</p>
Preparation:	<p>Similar to full-cast gold.</p> <p>Ideal occlusal reduction 1.5mm, with a minimum of 1.0mm.</p> <p>No shoulder preparation is needed.</p> <p>Light chamfer margin with 0.4mm reduction.</p>
Cementation:	<p>Resin-reinforced glass ionomer (RelyX Luting Cement, 3M ESPE)</p> <p>Resin cements for short or over-tapered preparations (RelyX Unicern, 3M ESPE, Panavia F2.0, Kuraray)</p> <p>Anchor & Surpass, Apex Dental Materials</p>
Adjustments:	<p>Use KDZ Bruxer Kit (\$60.00 each)</p> <p>Use water to keep restoration cool.</p> <p>Polish excessively, using more pressure than your would for porcelain.</p>

Note: A KDZ Bruxer request can be received and produced using a Cerec Connect file. However, we would need to order a model, which would add an additional \$29.00 per case.

IMPROVE YOUR PRACTICE WITH KEATING DENTAL ZIRCONIA.

UNCOMPROMISING ESTHETICS. OUTSTANDING STRENGTH. FLAWLESS FIT



- **KDZ Bruxer:** Precision-milled from medical grade zirconia and hand finished by an expert ceramist. Remarkably esthetic and robust, it's perfect for posterior single units and bridges.
- **KDZ Ultra:** For high esthetic cases, KDZ Ultra is the answer. Hand-layered Noritake porcelain on a brawny KDZ substructure provides precise fit and uncompromising vitality every time.
- **KDZ Max:** The marriage of 2 great materials. We press IPS e.max to our well fitting KDZ framework to provide exceptional strength and beauty.



CALL OR CLICK FOR A PICKUP TODAY
800.433.9833 | WWW.KEATINGDENTALARTS.COM

The switch to all-ceramics is on! Our Keating Dental Zirconia (KDZ) provides a family of crown and bridge options that are indicated for all positions in the arch. Each of these strong, vital and biocompatible restorations are flat priced and will allow you to bring your practice to a new level of esthetics and profitability. *We're into cutting edge crown and bridge! Are you?*



FREE ADJUSTMENT & POLISHING KIT
A \$60 value with your first KDZ Bruxer case*



Keating
Dental Arts
Creating smiles everyday™



Exhibit 16

* Offer cannot be combined with any other offer or promotion. Free adjustment kit available with first KDZ Bruxer case only.

When other zirconia can't, KDZ does.

UNCOMPROMISING ESTHETICS. OUTSTANDING STRENGTH. FLAWLESS FIT.



The full line of Keating Dental Zirconia (KDZ) products are fabricated using FDA approved medical-grade zirconia, and offers something for everyone. Whether you require superior strength for the posterior or a beautiful crown or bridge in the esthetic zone, there's a KDZ restoration that's right for you.



For high esthetic cases, KDZ Ultra is the answer. Hand-layered Noritake ceramic on a KDZ substructure gives you a precise fit and uncompromising good looks every time.



Precision-milled from medical grade zirconia and hand finished by an expert ceramist. Remarkably esthetic and robust, it's perfect for posterior single units and bridges.



IPS e.max ZirPress pressed to a precise KDZ substructure gives you strength & versatility that come together to fit, function, and look beautiful anywhere.



Shaun Keating, CDT

My team has leveraged its decades of technical expertise to bring you the best zirconia restorations on the planet. Keating Dental Zirconia is a strong, accurate and beautiful family of products that are a great alternative to metal. We're proud of KDZ and you'll love it, too.



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MENTION THIS AD AND SAVE \$50 ON YOUR FIRST KDZ CASE.

50

Cannot be combined with other offers or discounts. Mention this Dentalart ad to receive the discount.



BEAUTY SO STRONG, IT WILL CHANGE YOUR PRACTICE

THE SUPERIOR KDZ BRUXER

- Hand finished by an expert ceramist
- Uniquely fabricated for enhanced esthetics and depth of color
- Precision-milled from medical grade zirconia on the Roland MDX-540
- **You will agree:** *"This crown has it all. I didn't think solid zirconia could look this good. Unbeatable strength and a precision fit that rarely needs adjustment."*
-- Dr. Rick Crossland. Clearwater, FL



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The KDZ Bruxer (Keating Dental Zirconia) is the ideal combination of strength and esthetics for your posterior crowns, bridges and cases with limited occlusal space. The KDZ Bruxer is the most esthetic full-contour zirconia on the market today. You will not find a better looking or stronger alternative to full-cast gold anywhere. Available only at Keating Dental Arts. ***We're into cutting edge crown and bridge! Are you?***



FREE ADJUSTMENT & POLISHING KIT
A \$60 value with your first KDZ Bruxer case*



Keating
Dental Arts
Creating smiles everyday™



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Zirconia evolved.

UNCOMPROMISING ESTHETICS. OUTSTANDING STRENGTH. FLAWLESS FIT.



INTRODUCING THE ALL-NEW KDZ BRUXER.
THE **BEST** FULL-CONTOUR ZIRCONIA RESTORATIONS AVAILABLE.
EXCLUSIVELY FROM KEATING DENTAL ARTS.

KDZ Bruxer is the ideal combination of strength and esthetics for your posterior crowns and bridges. Each restoration is precision-milled from medical grade zirconia. It's then uniquely stained for enhanced esthetics and depth of color, before being hand finished by an expert ceramist.

"BEST LOOKING solid zirconia crown out there."

Dr. Roy Davis, Nantucket, MA

WE'RE INTO CROWN AND BRIDGE!
ARE YOU?

CALL FOR A PICK-UP TODAY

800-433-9833

keatingdentalarts.com

THE KDZ BRUXER:

- Replaces full-cast gold
- Is perfect for posterior bridges
- Is the esthetic choice



FREE ADJUSTMENT & POLISHING KIT

A \$60 value with your first KDZ Bruxer case*



Come See Us At The Chicago Midwinter Meeting! • February 23-25, 2012 • Booth #1503

* Offer cannot be combined with any other offer or promotion. Free adjustment kit available with first KDZ Bruxer case only.

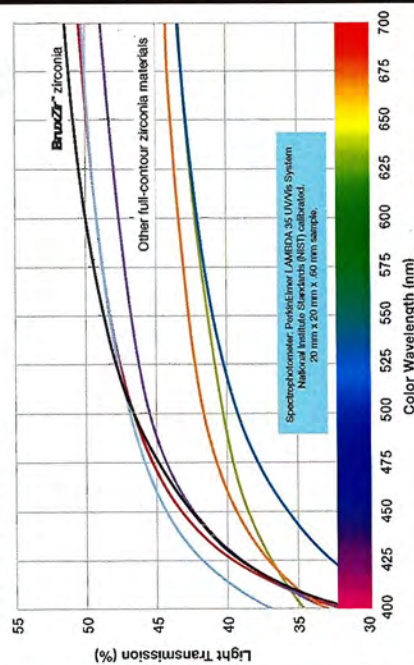
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BruxZir® Solid Zirconia is more brawn than beauty

Scientific validation

BruxZir Solid Zirconia crowns & bridges are made from the highest quality zirconia powder from Japan. We chemically and physically reprocess the powder to further reduce the zirconia particle sizes. BruxZir milling blanks are then created through a unique patent-pending process. Unlike conventional high-pressure milling blank manufacture, our processing gives BruxZir zirconia improved light transmission, which provides a lower, more natural shade value.

Light Transmission vs. Color Wavelength



BruxZir™ zirconia exhibits higher translucency in the warm color spectral wavelength (>550 nanometers), allowing for more natural-looking restorations.

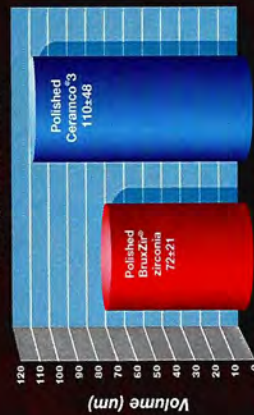
Wear Compatibility



In a recent study¹ to measure the volumetric loss of enamel, glazed BruxZir zirconia was found to wear compatible with enamel and virtually identical to glazed IPS e.max.

1. Wear of Enamel on Polished and Glazed Zirconia: Shah S, Michelson C, Beck P, et al. 2010; Washington, DC: AADR. Abstract #129015.

Antagonist Wear



The antagonistic (Stearite balls) wear shows BruxZir zirconia only with 72±21 microns, which is significantly lower than Ceramco 3 (110±48 microns). The University of Tübingen study was run using an eight chamber Willytec Chewing Simulator at 1.2 million cycles.

SEM of sintered isostatically pressed zirconia

JEOL 10KV X20,000 10mm L01

SEM of sintered, colloiddally processed BruxZir zirconia

JEOL 10KV X20,000 9mm F1 L01

The 50% smaller average grain size of BruxZir zirconia improves its physical properties.



BruxZir Solid Zirconia Crown



Gold Crown



Porcelain and Metal Crown